Advances in the Spanish Smart Destination Initiative

UNWTO NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES (INSTO)
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Carlos Romero Dexeus
Director of Tourism Research, Development and Innovation
Segittur, Innovation for tourism in Spain
A state owned company responsible for promoting research and development for innovation and new technologies in the Spanish tourism industry.
‘Smart Destination’ (SD) is an innovative tourist destination using state-of-the-art technology for the sustainable development of the destination, accessible to everyone, that facilitates the visitors' interaction with and integration into their surroundings while also improving the quality of life of its residents.
Methodology based on National and International guidelines, recommendations, reports and manuals
Pillars of a Smart Destination and main strategic instruments

- **GOVERNANCE**
- **INNOVATION**
- **TECHNOLOGY**
- **SUSTAINABILITY**
- **ACCESSIBILITY**

- Strategic Planning **Methodology**
- **Standartization**
- Tourist **Intelligence Systems**

**Financial support**
Diagnosis methodology based on the main international references

- 5 main pillars
- 24 fields of analysis
- 400 requirements
- Local competences
- Coordination with other levels of administration
- Private sector
- Destination territory
- Main tourist products and resources
Smart Tourism Destination conversion process, Spain

CYCLE I: DIAGNOSIS AND STRATEGIC PLANNING (3 to 6 months according to destination)

- Phase 1: Application
- Phase 2: Diagnosis
- Phase 3: Strategy
- Phase 4: Planning

Smart Destination: Adhered Municipality

According to SEGITTUR methodology

CYCLE II: EXECUTION AND FOLLOW UP (3 to 5 years according to destination)

- Phase 5: Execution
- Phase 5: Distinction
- Phase 6: Renewal

1st Annuity
2nd Annuity
3rd Annuity
4th Annuity

Smart Destination Plan (4 years + 1 extension) – annual follow-up
Objectives

- To help tourism destinations adopt a new model of tourism development based on ICT, innovation, and sustainability to improve tourism competitiveness.

- To establish parameters to prioritize investment in Spanish tourist destinations, using a common methodology of diagnosis and planning to identify needs.

- To set up a standardized framework that establishes the minimum requirements aligned with the Spanish Digital Agenda.
Advances

The Smart Destinations initiative has moved through three stages since last year:

- Improving the ‘methodological definition’ of the model together with a SD working group with Spanish regions and destinations.

- Launching diagnostic and planning pilot projects in some destinations.

- Implementing co-financing instruments to expand the model and promoting the incorporation of technology at a destination level.
The Smart Destinations initiative is supported through three main instruments:

- **Financial support to local entities to carry out the diagnosis and planning** of their destinations (financial support covers between 60-75% of the cost of the strategic planning consultancy works – **EUR 1 million budget**);

- **Financial support to local entities to deploy ICT solutions** related to smart tourism management - **EUR 60 million budget**;

- **Counselling and mentoring** services through the technical office for Smart Destinations’ Network.
A support line of **EUR 60 million**, with the co-financing of the European Regional Development Fund (ERDF).

**REQUIREMENTS:**
- Up to 6 million per Projects
- Covering a maximum of 80% of total investment cost
- Local entities population over 20,000 people
- Relevant tourism weight according to National Statistics
- **Fundable initiatives:**
  - Progress in the transformation into an intelligent tourism destination
  - Improve energy efficiency and reduce carbon footprint
  - Promote **interoperability** with different administrations and agents
  - Present a potential for **re-use or replication** in other entities
  - **Develop metrics** to **measure citizen satisfaction** and that of its visitors, as well as energy savings and carbon footprint reduction
  - Diagnosis and planning for **Smart Destinations**
  - **Tourist Intelligence Systems (SIT)**

**RATIOS and weight:**
- % of total investment (40%)
- National visitors + Internac. Visitors / local population (20%)
- National overnighs+ Internac. Overnights / local population (20%)
- Maximum hotel beds available / local population (20%)
Tank you!